

RECEIVED
CENTRAL FAX CENTER
MAR 17 2008 001/018**FAX COVER SHEET****PLEASE CONFIRM RECEIPT OF THIS FACSIMILE**

Attention:	MAIL STOP AF Group Art Unit: 2623 Examiner: SHELEHEDA, James R.	Fax:	(571) 273-8300
UNITED STATES PATENT AND TRADEMARK OFFICE		Phone:	(571) 272-7357
Pages:	Cover + 1 + 16 = 18	Date:	March 17, 2008
From:	Anthony J. Orler	Fax:	(310) 964-0941
		Phone:	(310) 964-0735

The information contained in this facsimile is confidential and may also contain privileged attorney-client information or work product. The information is intended only for the use of the individual or entity to which it is addressed. If you are not the intended recipient, or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any use, dissemination, distribution or copying of this communication is strictly prohibited. If you have received the facsimile in error, please immediately notify us by telephone, and return the original message to us at the address below via the U.S. Postal Service. Thank you.

CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that this correspondence identified below is being facsimile transmitted to (571) 273-8300 (Centralized Facsimile Number), addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on March 17, 2008.


Janet ShibataMarch 17, 2008
(Date of Signature)

Telephone No. (310) 964-0736 (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents**Attorney Docket No. PD-990193**

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03/22/2000

- TRANSMITTAL FORM PTO/SB/21 (1 page)
- RESPONSE TO OFFICE ACTION DATED JANUARY 17, 2008 (16 pages)

If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.

The DirecTV Group, Inc., CA/LA1/A109, P. O. Box 956, El Segundo CA 90245

MAR 17 2008

PTO/SB/21 (01-08)

Approved for use through 03/31/2008. OMB 0851-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

17

Application Number

09/532.755

Filing Date

03/22/2000

First Named Inventor

Craig Finseth

Art Unit

2623

Examiner Name

SHELEHEDA, James R.

Attorney Docket Number

PD-990193

ENCLOSURES (Check all that apply)

Fee Transmittal Form



Fee Attached



Amendment/Reply



After Final



Affidavits/declaration(s)



Extension of Time Request



Express Abandonment Request



Information Disclosure Statement



Certified Copy of Priority Document(s)

Reply to Missing Parts/
Incomplete ApplicationReply to Missing Parts
under 37 CFR 1.52 or 1.53

Drawing(s)



Licensing-related Papers



Petition

Petition to Convert to a
Provisional Application

Power of Attorney, Revocation



Change of Correspondence Address



Terminal Disclaimer



Request for Refund



CD, Number of CD(s) _____

☐ Landscape Table on CD

After Allowance Communication to TC

Appeal Communication to Board
of Appeals and InterferencesAppeal Communication to TC
(Appeal Notice, Brief, Reply Brief)

Proprietary Information



Status Letter

Other Enclosure(s) (please identify
below):

Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

The DIRECTV Group, Inc.

Signature

Printed name

Anthony J. Orler

Date

March 17, 2008

Reg. No.

41,232

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature

Typed or printed name

Jane/Shibata

Date

March 17, 2008

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

RECEIVED
CENTRAL FAX CENTER
MAR 17 2008 PATENT
PD-990193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Finseth et al.

Serial No.: 09/532,755

For: "Method and Apparatus for
Transmission, Receipt and Display of
Advertisements"

Filed: March 22, 2000

Group Art Unit: 2623

Examiner: James R. Sheleheda

Certification Under 37 CFR 1.8

I hereby certify that this paper is
being facsimile transmitted to the
United States Patent and
Trademark Office on this date:

March 17, 2008


Janet Shibata**RESPONSE TO THE OFFICE ACTION DATED JANUARY 17, 2008**

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the official action dated January 17, 2008, please consider the
following remarks:

A Status of the Claims begin on page 2 of this paper.

Remarks begin on page 14 of this paper.